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Guyana Economic Opportunities

EXPORT MARKET OPPORTUNITIES

AN INTRODUCTION TO FAIR TRADE IN EUROPE

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Submitted by:

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In association with

Management Systems International, Inc

To:

**United States Agency for International Development
Georgetown, Guyana**

Under Contract No. 504-C-00-99-00009-00

JUNE 2004

GEO Technical Report No. 81



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EXPORT MARKET OPPORTUNITIES

AN INTRODUCTION TO FAIR TRADE IN EUROPE



EXPORT MARKET SERIES: BULLETIN NO. 81

June 2004

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AN INTRODUCTION TO FAIR TRADE IN EUROPE

Ministry of Fisheries, Crops and Livestock
Guyana Office for Investment
New Guyana Marketing Corporation

Export Market Series Bulletin No. 81

June 2004



With the assistance of the United States Agency for International Development



Table of Contents

1. ABOUT FAIR TRADE IN EUROPE.....	2
2. MAIN ORGANIZATIONS	4
2.1. Max Havelaar.....	4
2.2. Bio Equitable / Organic Fair Trade	5
2.3. Another initiative: “Les Fruits de la Solidarité”	7
3. ADDITIONAL INFORMATION ABOUT FAIR TRADE IN EUROPE	9
3.1. Fair trade in Europe according to FLO.....	9
3.2. Fair trade in the United Kingdom according to the Fair Trade Foundation	10
3.3. Max Havelaar in France.....	11
4. FAIR TRADE FOR GUYANESE PRODUCTS ?	14
5. ADDRESS BOOK: MAIN FAIR TRADE ACTORS IN EUROPE	17
ANNEXES: Max Havelaar/Flo system and standards (see attached files)	
<i>Generic standards for hired labor</i>	
<i>Generic standards for small farmers' organizations</i>	
<i>Standards for fresh fruits for hired labor</i>	
<i>Standards for fresh fruits for small producers</i>	
<i>Standards for dried fruits for small producers</i>	
<i>FLO importers list for fruit juices</i>	
<i>FLO certification system</i>	

1. ABOUT FAIR TRADE IN EUROPE

WHAT IS FAIR TRADE?

Fair Trade is an alternative approach to conventional international trade. It is a trading partnership which aims at sustainable development for excluded and disadvantaged producers. It seeks to do this by providing better trading conditions, by awareness raising and by campaigning.

GOALS OF FAIR TRADE

- ▶ To improve the livelihoods and well being of producers by improving market access, strengthening producer organizations, paying a better price and providing continuity in the trading relationship.
- ▶ To promote development opportunities for disadvantaged producers, especially women and indigenous people and to protect children from exploitation in the production process.
- ▶ To raise awareness among consumers of the negative effects on producers of conventional international trade so that they exercise their purchasing power positively.
- ▶ To set an example of partnership in trade through dialogue, transparency and respect.
- ▶ To campaign for changes in the rules and practice of conventional international trade.
- ▶ To protect human rights by promoting social justice, sound environmental practices and economic security.

Fair Trade came out in the late 60's after the CNUCED conferences of 1964 and 1968 where Southern countries asked for "trade, not aid". Although this did not fly with donor governments, it led to the creation in Europe of different organizations dealing with "alternative" trade.

More than 30 years later, the situation of fair trade is similar to the organic sector at the beginning of that movement: it is in a growth stage with an increasing number of initiatives, more or less successful, but with no or little State regulation.

It can be characterized by the following points:

- Development of a fairly important number of organizations involved in fair trade (totally or partially).
- Recent important growth in turn over, even if the figures remain small compared to organic or conventional products.
- Fair trade does not yet have State or a public sector legal recognition. Brands have been developed (like Max Havelaar, the leader one) but no one can speak really about a "fair trade label"¹.

¹ According to the French General Direction for Competition, Consumption and Fraud Repression - DGCCRF – different conditions are necessary for a label to exist : standards, an accredited certifier, a conformity certificate, a decree from the public authorities which homologate the label. At present, it's not the case of the Max Havelaar denomination.

- In France, there are talks between different actors involved in fair trade and AFNOR (French Agency for Normalization) in order to try to resolve the problem of verification, and certification. The objective is to define fair trade and to publish a schedule of minimal conditions. This could lead to the substitution or superposition of a distinctive sign to the existing brands or “labels”.
- At present, Max Havelaar as a brand is the best known and promoted in Europe. Max Havelaar Foundation is member of FLO (Fairtrade Labeling Organization) which has developed its own system of certification and evaluation. Its work and members are recognized in Europe. Since 1996, FLO itself is member of FINE, an informal working group whose aim is to collaborate and co-operate to improve recognition of fair trade.
- Out of this main system (FINE network, FLO, Max Havelaar), a lot of other initiatives have been developed a smaller scale in all European countries.
- Fair trade is coming in the organic sector in order to join environment and consumer protection with social and ethical factors. Several initiatives have been occurred:
 - The “**Bio Equitable**” label recently launched by French companies from the organic sector (see further);
 - **Guayapi Tropical** which imports former wild exotic fruits from picking (Brazilian guarana...) insuring of biodiversity preservation. Those fruits have the FGP label (Forest Garden Products) which certify that the product has been cultivated in the frame of an ecosystem restoration ;
 - The French distribution co-operative chain for organic products, **Biocoop**, has launched its guaranty “Ensemble pour plus de sens” (“Together for more sense”) on its organic products. This type of label integrates fair trade criterion. Of the 7000 references of Biocoop, only 150 are labeled as fair trade by members of the French fair trade platform or directly by producers like the French Danival and J.L. Boyère or the German Rapunzel (see French and German list of organic companies) The chain has already opened its shelves to products from fair trade organizations like Solidar’Monde, Max Havelaar and soon Andines ;
 - The German company **Rapunzel** puts the logo “Hand in Hand” on products which contain at least one raw material or ingredient produced according to the rules of fair trade ;
 - In the Netherlands, the **Good Food Foundation**, whose members are European companies from the organic field, aims to develop organic projects but in a fair trade manner.

Europe is now the main destination for fair trade products. In Europe, total turn over of fair trade products represents **373 million EUR**. Switzerland and the United Kingdom are now the two main markets for products under the label “Fair Trade”. Fair trade in France saw its turn over jumping from 6 million EUR in 2000 to 45 million EUR in 2003.

In terms of formalization and communication, the landscape of fair trade in Europe is not yet stable. Different approaches are emerging, even if Max Havelaar remains one of the oldest and, the most known brand for fair trade. The need of State regulation is emerging too (same situation as for organic, 20 years ago) and in France discussions have already started among the main actors of fair trade and the government.

2. MAIN ORGANIZATIONS

2.1. Max Havelaar

2.1.1. What is Max Havelaar ?

Max Havelaar is a trademark for fair traded products which wear this brand when they follow the Max Havelaar guidelines (see examples in annex).

In 1988 the first Max Havelaar coffee was sold in the Netherlands. The idea for such a fair trade coffee came after a request from Mexican Coffee farmers for better coffee prices instead of development aid. A model for trademark coffee was created. Since then, more products have entered the European markets.

As a member of Fairtrade Labeling Organizations International (FLO), the Max Havelaar Foundation defines the standards and verifies compliance with fair trade criteria throughout the trade chain. Since it operates as a non-profit organization, the Foundation does not deal directly with products.

The Max Havelaar Foundation co-operates with three types of players :

1. The registered producers: co-operatives of small farmers and plantation holders in developing countries;
2. License holders: European companies and importers ;
3. Consumers.

There are controls to ensure participating companies are honoring their trade agreements. These checks are important in several ways for all those involved. For example; small farmers and plantation workers need their products to be traded in a fair way. Consumers need to know that the premium they are paying for the products reaches the people in developing countries.

The international coordinating organization for all of them is FLO International, located in Bonn Germany (see address + web site).

2. 1.2. Max Havelaar in figures

- The Dutch initiative is now acted out in **17 countries** world-wide: Germany, Austria, Belgium, Canada, Denmark, United States, Finland, France, United-Kingdom, Italy, Ireland, Japan, Luxembourg, Norway, Pays Bas, Sweden, Switzerland.
- **800 000 producer families** in Latin America, Asia and Africa are now involved with this label (which represents a benefit for 5 million people). It includes 320 producer organizations in 41 countries from the South.
- Approximately **800 companies** (exporters, importers and further processors) participate to the production and distribution channels accredited by Max Havelaar.
- Estimated turn over of fair trade in Europe:
2001: **300 millions EUR** of which 248 millions EUR with products under label Max Havelaar (retail turn over) and 52 million EUR reached by other fair trade products.
2003 (estimates): more than 380 millions EUR.

- **Market shares** of some products labeled Max Havelaar (% of total turn over of the product family) :

4 % and more :

Tea : Switzerland 4%

Bananas : Switzerland with more than 25%, the Netherlands 4.2%, Luxembourg 4.0%

From 2% to 4 % :

Coffee : Luxembourg 3.3%, Switzerland total of 3% (retail sales + catering) and 5% of retail sales, the Netherlands 2.7%, Germany 2.5%, Denmark 2%

Tea : Germany 2.5%

Bananas : Denmark 2%, Sweden 1.8%

PRODUCT VOLUMES SOLD UNDER LABEL MAX HAVELAAR (IN TONS)

Products	2000	2001	2002
Coffee	12 818	14 396	15 779
Tea	931	1 077	1 266
Bananas	22 818	29 065	36 612
Cocoa & chocolate	1 153	1 429	1 618
Sugar	357	460	650
Honey	961	1 088	1 038
Fruit juice	711	944	1 356
Rice	-	-	392
Fresh fruits	-	-	29

- **Consumption of products under Max Havelaar label, per person, per year in 2001 :**

Switzerland: 6.75 EUR

Luxembourg: 1.84 EUR

United-Kingdom: 0.99 EUR

Germany: 0.51 EUR

France: 0.20 EUR

Italy: 0.16 EUR

2.2. Bio Equitable (Organic Fair Trade)

A new label is under development, initiated by 5 French companies involved in organics. The "Bio Equitable" association based in the South of France was created to manage the concept, the logo and the schedule of conditions linked to it. The French organic certifier ECOCERT is charged with establishing conditions and control.

The five French companies at the origin of this label are the followings: Kaoka (cocoa, chocolate), Euro Nat (quinoa), Cémoi (chocolate), Arcos Océan Indien (oils, aromatic plants) and Plantes aromatiques du Dios. Kaoka and Euro Nat are involved for more than fifteen years in organic from Southern countries.

The association between organic and fair trade is not new. In France, as well as in other European countries, products are sold under the two labels. On the French market, one third

of the Max Havelaar labeled products is organic and the retail chain Monoprix puts the fair trade label only on its "Bio" branded products (own label for organic). In France, organic Max Havelaar bananas are distributed by Pronatura and through the organic retail chain Biocoop. In the United Kingdom, the supermarket chain Sainsbury has recently launched a range of fair trade organic fruits, using the Soil Association and Fairtrade labels.

The concept of Bio Equitable, launched in October 2002 is global, mixing concepts like organic, sustainable development for ethical, fair and ecological reasons. One of the main reason for the development of such a label was the consumers demand for organic products which are also socially and environmentally produced.

The chart for Bio Equitable specifies the followings:

For a sector based strategy, synonym of sustainable development, for ethical, fair and ecological obligations... the organic agriculture companies commit themselves:

- To be in conformity with at least one of the international organic regulations (CEE, JAS, NOP...);
- To contract commitments with operators, producers, producers organizations and/or representatives of intermediate actors from the considered sectors;
- To pay partially or totally costs of certification for organic and verification of fair trade (Bio Equitable) of the operating companies;
- To supply permanently, through all means including financial means, technical assistance, help for management, training in organic and sustainable agriculture and for the chart of Bio Equitable, support for organization, management and activity of local technicians in the respect of local tradition and culture;
- To practice a trade policy of a "minimal guaranteed contractual price" permitting a fair remuneration doe producers to cover their needs and their family needs and which maintains the economical profitability of the production activity;
- To guarantee the respect of the elementary and fundamental rights of the person, the refusal of the producers exploitation, the respect of social workers rights (weekly rest, hygiene, security and health) and the child protection in the work place;
- To develop a sustainable agriculture and the preservation of rural life.

Some products are appearing on the French market with the Bio Equitable logo like chocolate (brand Kaoka), and quinoa.

Conversely to Max Havelaar, the Bio Equitable labeling conditions (at this stage) are less restricting and may cover all types of food products. The Max Havelaar label is put only on products for which guidelines have been issued. On the other hand, Bio Equitable is new and as yet is not well known in the market place.

2.3. Another initiative: “Les Fruits de la Solidarité”

One recent initiative between a French producer of jam and fruit producers from the South has been identified and seems to be well adapted to the development of SME in Southern countries.



Launched in 2002, SAVOIE-BENIN is the first partnership initiated by ATB (Aide Technique Bénévole), an association which helps company creation in developing countries, the PLC THOMAS LE PRINCE which produces and distributes jams from the South-East region of France (Savoie region) and TECH DEV, the association which coordinates the program, (see meeting report).

The result: a range of jams which combines temperate and tropical fruits, sold under the brand “les fruits de la solidarité”. Range: pineapple-apple, mango-apple, mango-strawberry, banana-red currant, pineapple-pear, pineapple-raspberry, pineapple-blackberry, mango-pear, mango-raspberry. Each jar is sold 4 EUR for 370g.

An annual contract was made with 200 small producers of pineapple from Benin. Other partnerships are under study for example: like Congo-Bretagne (Brittany region), Savoie-Burkina Faso, etc.

For further information:

www.tech-dev.org

<http://perso.club-internet.fr/techdev/LesFruitsdeLaSolidariteaccueil.htm>

TECH-DEV

32 rue Le Peletier

75009 Paris

Tel.: (33) 1 40 22 60 95

Fax: (33) 1 40 22 60 96

E-mail: tech-dev@tech-dev.org

Contact: Hubert de Beaumont, director

TECH DEV was created in order to transfer technologies to Southern countries in an adapted way. This small association (3 permanent people of who one engineer based in Burkina Faso) specializes in industrial engineering, took another role, two, three years ago, conducting trade intermediation in order to support the production of the projects in which it was involved. TECH DEV operates with public funds.

3. ADDITIONAL INFORMATION ABOUT FAIR TRADE IN EUROPE

3.1. Fair trade in Europe according to FLO

FLO juice market

Most of the juices are available in the form of concentrate, not from concentrate/single strength, pulp or puree.

There are different qualities of orange juice concentrate available which differ in ratio/brix, depending on the country/region. It is common practice in orange juice concentrate from different producers and or/producer countries to be blended in order to achieve the quality/taste that is required for the consumer.

The orange juice concentrate is transported frozen in barrels. There are 70 barrels in one refrigerated container.

Pineapple juice is obtained from the whole fruit thus creating a yellow juice full of enzymes and vitamins.

Some of the producer groups are in the process of converting to organic production.

12 countries are selling fair trade juices. Based on information from 11 countries (the 12th only started selling in 2003), it is estimated that the overall sales of fair trade labeled juices in 2002, compared to that of 2001, were increasing by 46.9 %.

The European market is now interested in guava juice, more varieties of pineapple and mango juices and other tropical mixes. Preference is given to existing producers, but if this is not possible new groups will be considered.

There is a trend in some European countries for organic orange juice. The first small volumes of fair trade organic orange juice concentrate and juice were available in 2003.

Prices of orange juice concentrate have been quite stable over the last few years.

There are price fluctuations in "trendy" juices because the taste/demand changes quickly.

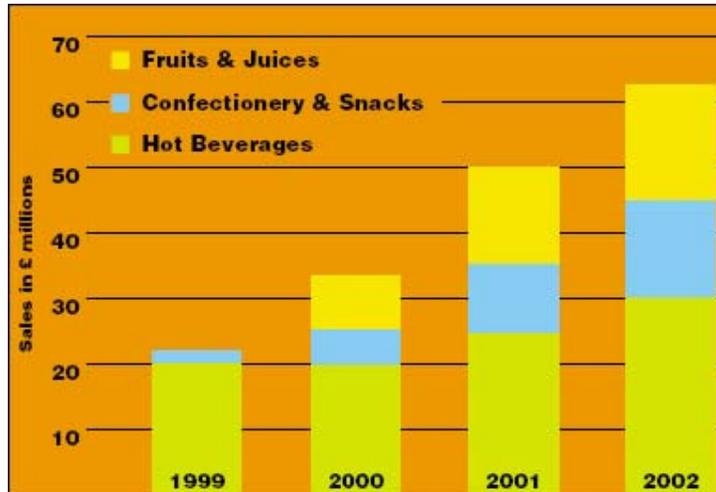
Fair trade labeled orange juices were introduced in the market in 1999. As from that date onwards, fair trade sales have increased every year from more than 30% per year. The most important fair trade juice markets are Switzerland and Germany.

FLO honey market

Honey is fair trade labeled by 10 FLO member countries. There are two important markets for fair trade labeled honey: Switzerland, where honey was for the first time labeled in 1993, and Germany. Growing markets are also the UK and Italy. Other markets such as Belgium have seen the volume of fair trade honey sales growing rapidly. Since 2003, fair trade honey is also sold in France.

3.2. Fair trade in the United Kingdom, according to the Fair Trade Foundation ²

2002 estimated retail value of fair trade products in the United Kingdom: £63 million - 90% increase from 2000



In 2002, shoppers spent over £63m at the checkout on foods with the FAIRTRADE mark, with nearly all major supermarkets and many independent stores now including fair trade in their range. Every week 1.5 million fair trade bananas alone are sold.

This means that fair trade is now firmly established in the mainstream. It's a virtuous circle: rising sales encourage more companies to offer more new products with the FAIRTRADE Mark - so creating more opportunities for producers.

There are now nearly 60 companies offering a range of food products, with consumers able for the first time to enjoy, for example, pineapples, mangoes, and a wider range of confectionery foods including fair trade chocolate cake and Christmas cookies.

Fair trade foods are top quality foods too - with both Percol Guatemala fair trade coffee and Sainsbury's fair trade tea winning quality awards in 2002.

The UK is now the second largest fair trade market, after Switzerland.

Cocoa, coffee, fresh fruit, tea, sugar, chocolate, snacks, biscuits, orange juice, and honey are currently available with the FAIRTRADE Mark in the UK. Other fresh fruit, rice and cotton are all in development. There are now more than 130 products available from retail outlets and 30 from catering suppliers.

² Information find on <http://www.fairtrade.org.uk> (British fair trade foundation, member of FLO)

Origin of the British products

Cocoa	Coffee	Bananas
Belize Bolivia Dominican Republic Ghana	Cameroon Colombia Costa Rica Dominican Republic Guatemala Haiti Indonesia Mexico Nicaragua Peru Tanzania Uganda Papua New Guinea	Costa Rica Dominican Republic Ecuador Ghana Windward Islands
Tea	Honey	Sugar
India Sri Lanka Tanzania Uganda Kenya	Chile Mexico Uruguay	Paraguay
Mangoes	Orange juice	
Ecuador	Cuba	

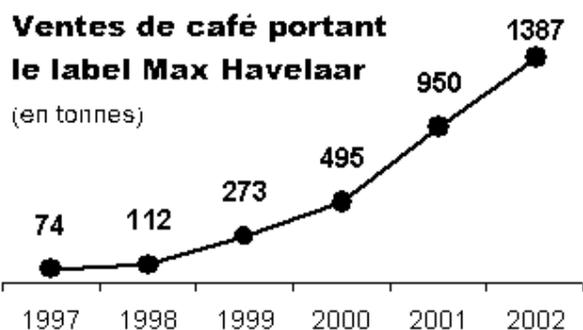
3.3. Max Havelaar in France

- **Evolution of the number of license holders:** 15 in 2000, 21 in 2001, 32 in 2002, 37 in May 2003.
- **Number of producers organizations which have benefited from French consumption of products under Max Havelaar label :** 39 organizations (274 424 members) in 18 countries.
- **Number of references of products under Max Havelaar label in France:**
220 products references, under others:
 - 95 for coffee
 - 100 for tea
 - 13 for chocolate
 - 2 for sugar
 - 3 for honey
 - 3 for fruit juice
 - 2 for bananas

- **Products sold under Max Havelaar label (in tons)**

Products	2001	2002
Coffee	950	1 387
Tea	12	31
Bananas	82	696
Cocoa & chocolate	-	38
Sugar	-	42
Orange juice	-	29
Rice	-	23

SALES OF MAX HAVELAAR'S COFFEE IN FRANCE (IN TONS)



- **Evolution of turn over of fair trade in France (estimated retail trade) :**

2000: 9 million EUR (of which more or less 6 million for products under label)

2001: 18 million EUR (of which nearly 12 million for products under label)

2002: 28 million EUR (of which nearly 21 million for products under label)

- **Turn over detail related to products under Max Havelaar label in 2001 (retail turn over estimation):**

Coffee: 11 million EUR

Tea: 0.5 million EUR

Banana: 228 660 EUR

- **Number of French outlets which distribute products under Max Havelaar label : 4000**

WHERE TO FIND MAX HAVELAAR LABELED PRODUCTS IN FRANCE

RETAILERS	Coffee	Tea	Banana	Chocolate	Fruit juice	Sugar	Rice	Honey
Atac	●							
Auchan	●	●						
Artisans du Monde	●	●		●		●	●	●
Artisanat SEL	●	●		●				
Carrefour	●	●		●				
Casino	●							●
Champion	●					●		
Cora	●	●	●	●	●	●		
Géant	●	●						●
Hyper/Super U	●							
Intermarché	●	●				●		
Leclerc	●	●						●
Match	●		●					
Monoprix	●	●	●	●	●	●	●	
Naturalia	●	●						
Biocoop	●	●	●	●		●		●
Online sales	●	●		●				
Mail Order Selling	●	●		●				
Coffee-roasting shops	●							

Non exhaustive list

4. FAIR TRADE FOR GUYANESE PRODUCTS?

Could fair trade be an opportunity for Guyanese products?

Some remarks and recommendations:

For companies, producers, group of producers from the South who can just barely reach Europe with conventional products and compete with important producing countries, fair trade can be an opportunity to differentiate and find niche markets, insuring them fair remuneration.

- The market is in development and should continue to grow: the awareness of consumers about fair trade products is increasing, sales should follow.
- The importation, processing and distribution channels already exist and are expanding (see for example FLO's fruit juice importers list, in annex). The registered operators in Europe know how to import; treat and process exotic products coming from Southern countries, produced by small farmers, cooperatives, etc.
- In France the products are entering supermarkets chains; two chains (Monoprix and Cora) have fully integrated fair trade products with their conventional products' shelves. In the United Kingdom, they are already well accepted in supermarkets (Tesco, Sainsbury, Waitrose, etc.).
- The range of products known as fair trade is expanding. The Guyanese production should have no problem becoming certified.
- Two main options exist for those products: fair trade only (with a Max Havelaar type of label) or organic and fair trade (Bio Equitable label).
- Regarding the production volume issue, it seems of course easier for Guyanese companies to integrate channels already well established on the European side with existing import, distribution and/or further processing, packing companies (case of some Max Havelaar labeled further processed fruits).

WHICH GUYANESE PRODUCTS FOR FAIR TRADE?

Channels	Products
Max Havelaar	<p>Pineapple (fresh, dry, concentrate, juice), mango (fresh, dry), passion fruit (juice from Brazil) already exist in the range and standards have been defined. In this case, process of agreement takes 3-4 months and includes a questionnaire and an audit in the country made by a person from the region. Guava and papaya do not exist in fresh but Max Havelaar has demand for juices.</p> <ul style="list-style-type: none"> - Banana was the first fresh fruit sold as fair trade and it has reached 36 600 tons in 2002 (against 29 000 tons in 2001). Sold mainly in Switzerland (15 000 tons) and the United Kingdom: 11 000 tons. - Fresh fruits, other than banana (pineapple, mango) were launched in 2002 - Dried fruits (pineapple, mango) were launched in 2003 and are distributed in France in specialized retail shops. - The first orange juice was sold in Europe in 2001. Volumes sold were 1000 tons in 2001 and 1400 tons in 2002. <p>Other products are in development like vanilla, cashew nuts (for 2004), spices.</p> <p>The definition of the standards for one product takes 18 to 22 months.</p> <p>The products which have standards under one form (fresh or dried fruits) can be proposed in another form (canned for example). The new standards take less time to be established than completely new product families.</p> <p>At this stage, Max Havelaar has defined a minimum guaranteed price paid to producers per product but not per country. This should change in the future as the conditions of production are not the same from one country or continent to the other.</p>
Bio Equitable (organic fair trade)	<p>At this stage, only two or three products are labeled with this new logo: quinoa, chocolate... For organic fair trade and organic products.</p> <p>One point which is interesting: Ecocert International is at the present time the certifier for those products³. As Amazon Carribean is already certified by them, the complement for the fair trade part, should not be too complicated to reach.</p>
Alter Eco	<p>Additionally to the Max Havelaar labeled products distributed by the company under its own brand Alter Eco, the company offers fair trade heart of palm in glass, coming from the Brazilian APA cooperative (Association of Alternative Producers, Rondonia). This association counts 350 members for 500 ha in heart of palm (pupunha variety).</p> <p>Explanations of the supplying chain and production conditions (prices paid, organization of the cooperative...) can be found on Alter Eco web site, but in French. Good example of a fair trade organization.</p> <p>www.altereco.com</p>

³ situation should change but at this stage, this label is too young to foresee the evolution and acceptance at the European level.

Other operators	Other companies (private, NGO...) are dealing with fair trade in Europe, at a local, national or European level. Usually, the products are sold in specialized retail shops and have no generic identification sign, only the company brand.
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More information about the process of registration and certification can be obtain at:

- ***FLO for Max Havelaar labeled products***
- ***SETRABIO for Organic Fair Trade labeled products***

see contacts in next section

5. MAIN ACTORS OF FAIR TRADE IN EUROPE

Over the last fifteen years the Fair Trade movement has been harmonizing and coordinating its activities in several fields via the creation of four main networks which constitute "FINE" Fair trade International Network Organization. These networks are:

- Fairtrade Labeling Organization International (FLO-I);
- International Federation for International Trade (IFAT);
- Network of European World Shops (NEWS!);
- European Fair Trade Association (EFTA).

FAIRTRADE LABELING ORGANIZATIONS (FLO international):

Kaiser-Friedrich-Strasse 13

53113 Bonn - Germany

Tel.: + 49 228 949 230

Fax: + 49 228 242 1713

Contact: Emilie DARDAIGNE, Manager for fresh fruit and fruit juices

Direct tel.: +49 228 949 23 29

e.dardaigne@fairtrade.net

info@fairtrade.net

<http://www.fairtrade.net/>

Labeling association for fair trade, the best known in Europe. FLO coordinates action of 17 labeling associations like Max Havelaar.

INTERNATIONAL FEDERATION FOR ALTERNATIVE TRADE (IFAT)

30 Murdock Road, Bicester, Oxon OX26 4RF, UNITED KINGDOM

Tel.: + 44 1869 249819

Fax: + 44 1869 246381

info@ifat.org.uk

<http://www.ifat.org/dwr/index.html>

Global network of fair trade organizations.

EUROPEAN FAIR TRADE ASSOCIATION (EFTA)

Head Office

Kerkewegje 1

6305 BC SCHIN OP GEUL – The Netherlands

Tel.: + 31 43 3256917

Fax: + 31 43 3258433

efta@antenna.nl

Advocacy & Campaigns Office

43, Rue de la Charité

B-1210 BRUSSELS - Belgium

Tel. : + 32 2 217 37 95

Fax : + 32 2 217 37 98

email : efta@eftadvocacy.org

The European Fair Trade Association is a network of 12 fair trade organizations in nine European countries which import fair trade products from some 400 economically disadvantaged producer groups in Africa, Asia and Latin America. EFTA's members are

based in Austria, Belgium, France, Germany, Italy, the Netherlands, Spain, Switzerland and the United Kingdom.

THE NETWORK FOR EUROPEAN WORLD SHOPS (NEWS!)

Rue de la Charité 43 / Liefdadigheidstraat 43, 1210 BRUSSELS - Belgium

Tel.: + 32 2 217 36 17

info@worldshops.org

<http://www.worldshops.org/>

NEWS! is the Network of European World Shops coordinating the co-operation between world shops all over Western Europe. The network consists of 15 national world shop associations in 13 different countries all together representing about 2,500 world shops in Europe. For its work NEWS! receives subsidies from the European Union and financial contributions from the 15 national world shop associations.

Other French and European operators :

ALTER ECO

18 passage du chantier

75012 PARIS - France

Tel.: + 33 1 47 42 32 20

Fax: + 33 1 43 44 00 59

www.altereco.com

E-mails: alexis@altereco.com (marketing manager) ; tristan@altereco.com (President)

French PLC with a capital of 100 007 EUR specializes in importation and distribution of fair trade products to French retails chains (Monoprix, Cora...). Product range under Max Havelaar label, some of them have the French AB label (organic products) : tea, rice, coffee, cocoa, heart of palm, quinoa, orange and grapefruit juice, olive oil. First initiative of that kind in France.

ANDINES

6 rue Arnold Géraux

93450 L'ILE SAINT DENIS - France

Tel.: + 33 1 48 20 48 60

Fax: + 33 1 48 20 50 93

Contact: Michel BESSON

www.andines.com

andines@nnx.com

French co-operative which imports and distributes fair trade products : food and handicraft from 16 countries (mainly Latin America) ; 2000 references.

COMMERCEQUITABLE.COM

Jérémie Déraivin

15 rue Lafayette

94210 LA VARENNE - France

Tel. - Fax: + 33 1 55 97 04 92

www.commercequitable.com

E-mail: courrier@commercequitable.com

French online sales of fair trade products

ECOCERT SA, c/o ECOCERT INTERNATIONAL

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Contact : Michel REYNAUD, French who speaks English

French and international organic certifier which does controls for the Bio Equitable label.

GEBANA AG

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Tel.: + 41 43 3 666 500
Fax: + 41 43 3 666 505

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www.gebana.com

Swiss fair trade company, GEBANA LTD was founded on the initiative of "Arbeitsgemeinschaft gerechter Bananenhandel" (GEBANA). As a pioneer in fair trade, this working association has marketed fresh bananas with a solid premium for years. GEBANA LTD. markets agricultural raw materials and products coming from small producers from countries in the South. GEBANA LTD assesses the initiatives of its possible future partners locally and economic, ecological and social aspects are of equal importance to the company. In case of a mutual interest in working together as partners in the long term, GEBANA LTD participates directly or indirectly in establishing or expanding sustainable production structures. GEBANA LTD finds market partners and opens up new channels of trade in Switzerland and in other countries all over the world.

Partners:

Producer groups:

GEBANA LTD is currently working together with three producer group :

- with more than 800 small farmer families in Brazil who produce soy beans, sugar cane or bananas and ship their products via a Brazilian exporter ;*
- with 150 former banana producing families in Nicaragua which now produce sesame and sugar and are supported by the NGO CIPRES ;*
- with producers of dried pineapples and mangoes in Burkina Faso and Togo.*

Processors:

The raw materials are delivered to mills, tofu manufacturing companies, commercial enterprises and retailers at home and abroad.

For the processing of the products, GEBANA LTD works together with specialized companies in the producing countries, within the European Union and in Switzerland.

Distribution partners:

Via different distribution partners, the products of GEBANA LTD are finally delivered to whole and health food shops, world shops and specialties shops. GEBANA labeled products are currently available in the United Kingdom, Germany, Austria and Switzerland.

The most important distribution partners of GEBANA LTD are :

in Switzerland :

[claro fair trade ag](http://clarofairtrade.ag)

www.biopartner.ch

www.viaverde.ch

www.bio-service.ch

www.humbel-brand.ch

www.biovertrieb.ch

in Germany : www.gepa3.de (see list of German organic operators)

in the United Kingdom : www.juniper.com (see list of British organic operators)

in Austria : www.eine-welt-handel.com

GOOD FOOD FOUNDATION

BP 219

3850 AE ERMELO – The Netherlands

Fax: + 31 341 562 913

goodfood@xs4all.nl

info@goodfood.nl

www.goodfood.nl

Contact: Jan SCHRIJVER

Foundation whose aim is to organize, manage, guide and participate in projects in the field of organic agriculture but in a fair trade manner. ECOCERT is the independent certifier. The foundation has its own label, Good Food, which guaranty the traceability. Main projects include dried fruit and nuts in Turkey but also grains, pulses, aromatic herbs, dried coconut. The foundation has 3 offices in Turkey with 6 agronomists.

Foundation members : SA JEAN-LOUIS BOYERE (France), HORIZON NATUURVOEDING B.V. (the Netherlands), DOENS FOOD INGREDIENTS B.V. (the Netherlands), COMMUNITY FOODS LTD (UK), URTEKRAM A/S (Denmark).

GUAYAPI INTERNATIONAL

55 rue Traversière

75012 PARIS - France

Tel.: + 33 1 43 46 52 43

Fax: + 33 1 43 46 18 98

www.guayapi.com

French company which sells products from Amazon and Sri Lanka (organic and fair trade).

MAX HAVELAAR FRANCE

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Fax: + 33 1 48 70 07 68

Contact: Sandrine PERON, Product development manager

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www.maxhavelaarfrance.org

French office of Max Havelaar organization.

LA PLATE-FORME POUR COMMERCE ÉQUITABLE (PFCE)

61, rue Victor Hugo

93500 PANTIN - France

Tel/Fax: + 33 1 48 91 20 75

plate-forme@commerceequitable.org

www.commerceequitable.org

*Created in 1997, PFCE has as its objective the promotion and defense of the fair trade concept in France. Member of IFAT. Members of PCFE are : **importers/wholesalers** (Solidar'Monde), **Artisanal**; Andines, Alter Eco), **importers/retailers** (Artisanat-Sel, Azimuts-Artisans du Népal, Bouthic Ethic, Commerceequitable.com, Sira Kura), **shops** (more than 100), promotion associations (Yamana), "**labeling**" **associations** (FLO, Max Havelaar), **solidarity structures** (Aspal, Echoppe, Comité Catholique contre la Faim et pour le Développement, Ingénieurs sans Frontières), **travel agencies**. Same organizations exist in Spain, Germany, and the United Kingdom.*

SETRABIO

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www.setrabilo.com

setrab@setrabilo.com

Contacts:

Gwenaelle LEGUILLOU, Director, in charge of legislation

Marjolaine MOUREN, in charge of the Bio Equitable label

French organization which represents the organic food industry. SETRABIO is at present the entry contact for further information about the organic fair trade label.

SOCIÉTÉ COOPÉRATIVE ECHANGE EQUITABLE

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French production cooperative whose aim is to distribute fair trade products under the label Max Havelaar and their own brand: Ethiquable™ in supermarkets. Based in the south of France, they are able to pack and finish the products sold to retail chains.